



EATING ORGANICALLY AND SUSTAINABLY IN MOUANS-SARTOUX

Food management ♦ Healthy eating ♦ Short supply chains ♦ Nutritional balance ♦ Seasonality ♦ Food waste reduction ♦ Solution sharing



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www.mead-mouans-sartoux.fr  facebook.com/meadmouans  twitter.com/MEAD_Mouans



* Throughout this document the Center for Sustainable Food Education is referred to as the MEAD in order to remain consistent with its appellation on the internet and on all social media.

A commitment to organic, local, equitable, and healthy food

An obvious decision

Eating organically has long been a priority in Mouans-Sartoux (a town of 10,000 inhabitants in southeastern France). Protection of the environment is clearly a major concern, but it is not the only one. Concerns for the health of consumers and farmers alike, food management, short supply chains, harmonious local economic development, and governance of the living landscape all played a role in the choices we have made. If we think about it, what is on our plate is a tremendous indicator of our civilization. In Mouans-Sartoux all children in both schools and daycare centers, and all municipal employees have been eating 100% organically since January 1st, 2012. No less than 85 % of the vegetables eaten are produced by the municipal farm. The global project has generated no extra costs. This leaflet describes how the municipality was able to achieve these results, discusses the lessons learned, and presents the message we would like to pass along. Finally, we provide you with some tools and ideas to help you accomplish the same thing in your city or town !

Why eat 100 % organic?

Organic food is no longer a fashion or a fad. Citizens have recognized that food free of pesticide residues, grown in a manner that respects the soil and the people who cultivate it is an essential guarantee of sustainable development. They also realize that locally grown products are the ideal. Since 1999, the city of Mouans-Sartoux has reflected on how to best implement concrete solutions on a local level that address the issues of public health and reduce the impact of climate change, all the while cultivating the pleasure of being together at lunch time. It is also a way of responding to numerous scientific reports that qualify the use of pesticides as a high risk practice.

How to eat better at constant cost?

"Eating locally produced and organic food is too expensive," is an often heard complaint from local municipalities resistant to change. Mouans-Sartoux proves that this doesn't have to be so, proposing a material cost of 2.04€ /meal, a price well within the national average of collective catering. To achieve this, four main axes of action were established : reduction of food waste by 80%, integration of a "market cuisine" (no processed food, fresh and seasonal products purchased in bulk), no purchase orders made without knowing the price in advance, and a reduction of meat consumption. And finally, one last element should not be ignored: the motivation, training and pleasure of the cooking staff participating in the project.

How to procure the food?

Finding local and organic producers is not always so simple. The percentage of land devoted to organic farming is expanding in France, but it is still insufficient to meet demand. In order to give local producers a better chance to win public procurement contracts, the city has divided food lots into smaller, more specific calls to tender with attribution criteria as follows : 40 % for quality, 30 % for the respect of the environment and only 30 % for the price. The local farm settlement support policy also encourages shorter food chains.

What methods?

In order to meet the needs that could not be satisfied by the market, Mouans-Sartoux bought a four hectare farm (expanded to six), the Domaine de Haute-Combe, not far from the city center. They converted it to organic agriculture and received organic certification by Ecocert in 2010. By 2011, half of the vegetables cooked in the school cafeterias were cultivated by Sébastien, a local farmer employed by the municipality to work on the municipal farm. He was soon joined by a second farmer. In 2016, Haute-Combe produced 85 % of the vegetables. The creation of a food transformation and preservation unit will soon help absorb the production peaks which occur during school holidays. When the children return to school, they will enjoy ratatouille, tomato sauce or other homemade products and vegetables coming straight from a brand new freezing unit.

Eat well and exercise

As an active member of the National Nutrition Health Program (PNNS), Mouans-Sartoux promotes a healthy diet : 100 % homemade cuisine with low salt and fat content, more fruits, vegetables, and whole grains. The municipality has an Agenda 21 recognized by the Minister of the Environment, and has many sports facilities. The city sponsors numerous programs that encourage physical activity such as "Let's Walk to School", "Pedibus" and the "Cyclebus". Mouans-Sartoux is a founding member of the Territories Club of the association Un Plus Bio. It is also member of Cyclable Cities and Territories.



Accompanying the children at lunchtime is at the heart of the food project.

Organic labeling



The label En cuisine (In the Kitchen), created by the certification body Ecocert, is the first french list of norms specific to organic collective catering. The criteria it imposes apply not only to the food, but also to the physical space where it is consumed. This implies a strict control of social, environmental and public health factors. Mouans-Sartoux has obtained the third level (maximum) of the label.

www.labelbiocantine.com

Eating well seen through a magnifying glass

If you are going to eat organic and local, it is worth understanding why. Mouans-Sartoux could have settled for the introduction of a small percentage of organic products in its canteens, simply following the official recommendations as other communities have done. But the city chose a complete, sustainable, and local transition, where the territorial food policy acts as a lever to activate

mic, agricultural, social and landscape development in the most harmonious way possible. Keeping in mind the desire to associate all stakeholders, from the field to the table, Mouans-Sartoux was behind the creation of the Observatory for Sustainable Canteens in 2012. The mission of this innovative structure is twofold: first, to publish progress reports which highlight both what works well and possible obstacles to suc-

cess ; secondly to become an experimental laboratory to test ideas for the future. By documenting the technical aspects of our project of transition to 100 % organic we are able to provide stakeholders with analysis tools, and to encourage other communities to take the leap. Since 2013, the Observatory has met twice a year in Mouans-Sartoux. The idea of creating the MEAD grew out of this initiative (see p.6).

The Observatory

- > Comité régional d'éducation pour la santé (Cres Paca).
- > Comité départemental d'éducation pour la santé (Codes 06).
- > Service régional de l'alimentation (Draaf Paca).
- > Service enfance de Mouans-Sartoux.
- > Association Un Plus Bio.
- > Skema Business School de Sophia-Antipolis.
- > Université Côte d'Azur.
- > ImmaTerra.
- > Inra Paca.
- > Club des entrepreneurs du Pays de Grasse.
- > Programme Lascaux.

AN ORGANIC DAY IN MOUANS-SARTOUX



Visiting

It all begins at the six-hectare municipal farm from where the vegetables are delivered every day.

The place is regularly visited by the children.



Harvesting



Preparing

Off to the kitchen, where the staff receive, clean, peel and prepare the vegetables that have just arrived from the farm. Everything is homemade from appetizers to desserts.



Cooking

...

How does it work ?

1999 4% of food served is organic : ie : beef (Mad Cow crisis). The choice is made to have one kitchen per school, still keeping school canteens under municipal management.

2005 Mouans-Sartoux becomes a National Nutrition Health Program City.

2006 *Eat well and exercise, too. It's good for you !* French national program promoting a healthy diet and physical activity. Menus are reviewed to integrate seasonality.

2008 Feasibility study to explore the idea of creating a municipal farm. Beginning of the program "Fruit at break time", which aims to increase fruit consumption in French schools.

2009 23% of food served is organic, surpassing the goal set by the Grenelle Environmental Forum.

2010 Experimental crops at the municipal farm. First food waste weighing.

2011 73,6% of food is organic. Food waste reduced by 75 %. The municipality hires a farmer. Introduction of different sized portions at the self-service.

2012 100 % organic food served in the canteens (first town of more than 10,000 inhabitants in France to achieve this). New local urban zoning plan that triples agricultural areas. Creation of the Observatory for Sustainable Canteens.

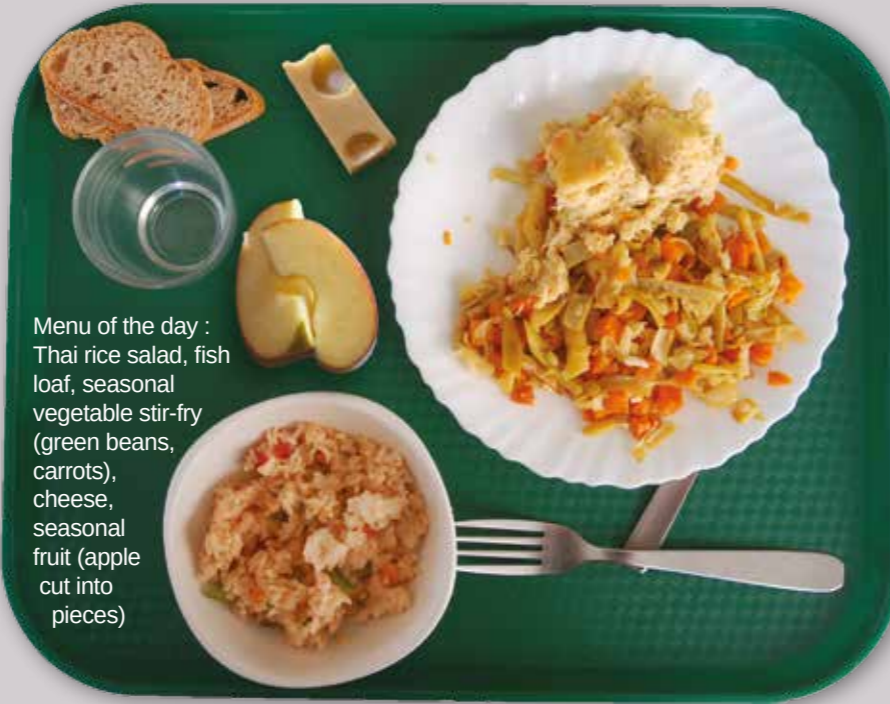
2013 The town becomes a founding member of the Territories Club and of the Un Plus Bio association. Mouans-Sartoux receives the first prize of the Eco-mayor Trophée for its sustainable and organic school catering.

2014 Municipal decision to create a fund to provide financial assistance for organic farm settlements. Label "En Cuisine" for school canteens awarded by Ecocert.

2015 Mouans-Sartoux signs the manifesto for organic, local, healthy and equitable collective catering, *When Canteens Rebel*

2016 Municipal farm begins to experiment with vegetable preservation. Creation of the Center for Sustainable Food Education or MEAD (Maison d'Education à l'Alimentation Durable).

2017 Launching of new university degree "Management of sustainable food projects for territorial communities".



Menu of the day :
Thai rice salad, fish loaf, seasonal vegetable stir-fry (green beans, carrots), cheese, seasonal fruit (apple cut into pieces)

152 000 meals at 2,04 €

ORGANIZATION

> Three school canteens, each one with its own kitchen, 985 pupils, (96.1% of them partake of municipal school lunch program). 1,000 meals/day, all diners included. 152,000 meals/year.

PRODUCTION COST, PRICE CHARGED

> Family contribution towards meal cost depends on each family's income : from 2.00 € to 6.20 € (average price: 3.13 €). Cost of foodstuffs for a meal in 2016 : 2.04 €. Total cost for a meal, all taxes included : 10.57 €.

FOOD WASTE

> Between 2011 and 2015, food waste was reduced by 80 % (from 147 g to 32 g per plate). Waste is sorted out by the pupils, weighed every day, corrective actions are taken. Portion sizes are based on quantities actually eaten rather than official recommendations. This measure resulted in savings of 0.20 € per meal, which are reinvested in organic food.

PUBLIC PROCUREMENT CONTRACTS

> Concerning the purchase of food lots, a decision was made to put out calls to tender for smaller lots, based on local food production capacity. The number of lots increased from 7 to 18.

NATIONAL NUTRITION HEALTH PROGRAM RECOMMENDATIONS

> The National Nutrition Health Program is a benchmark for public health that inspires some of our local practices: 3 of the recommended 5 fruits and vegetables per day, organic bread made with type 80 brown flour, plain dairy products, whole pieces of meat of fish, no processed food, low sugar recipes, no salt on the table.

NEW WAYS OF COOKING

> Cooks are trained in new and alternative approaches : diversification of protein sources (more wholegrain cereals and legumes), procedures that adapt food security requirements to collective catering regulations, re-evaluation of technical expertise, such as cooking at low-temperature, etc.

Parents acclaim organic food...

Inspired by the municipal food policy, 85 % of the parents say they have modified their own eating habits. Encouraging !

Concepts like organic, local, healthy and equitable have truly become part of the menus... and of Mouans-Sartoux's way of life. With three years of hindsight, the municipality, in collaboration with the Observatory for Sustainable Canteens, conducted a new survey of parents and children alike. Significant trends emerged. **60 % of the families eat organically and 66% of the parents declared that their food habits had evolved**, inspired by the changes in the municipal food policy. The 2016 survey confirmed this trend : 85 % of parents said they "have modified their food habits as a result of policies concerning food implemented by the municipality." This number can be broken down into three categories : those who have changed most of their food habits (9 %), some of their habits (53 %), a few habits (23.6 %). More than half of the people who said they had evolved declared that they "buy seasonal products and take into account the origin of the product." Overall, 60% of the families say they often eat organically and 13% indicate that they always do. The production methods are well known: 87 % of the parents know there is one kitchen per school,



Results discussed during a steering committee meeting.

and they are familiar with the existence of Haute-Combe, the municipal farm. They applaud the "healthy, balanced, organic, locally produced meals, and the variety and quality of the menus." A mere 38%, however, realize that school personnel assist the children during lunchtime. The overall satisfaction rate remains enormous : 99 % of the parents declared that they are very satisfied (80.9 %) or quite satisfied (18.5 %) with the collective catering project. The rare areas for improvement are not those having to do with food, but rather related to informing the public, especially concerning the city's zero pesticide approach (chemical products are banned in public spaces), and the sports activities; numerous and appreciated by the children, they are still relatively unknown to the parents. ●

... and the children love vegetables !

When asked their opinion, the children say they are very happy with the food served. Direct beneficiaries of the collective catering system, **54.8% of are very satisfied and 42.7% quite satisfied** (compared to 37 % and 60 % respectively in 2013) ; a global appreciation of more than 97.5 %. Only 2.5 % declare themselves rather unsatisfied. The most unexpected finding, though, is the appreciation developed over time for... vegetables! Although they eat vegetables every day (and sometimes

vegetables of the same variety several times a week), **only 8% of the children estimate that they eat "too many vegetables"** at school, whereas 4 % ask for more French fries (organic, local and homemade, of course). Finally, 47 % of the young diners appreciate "the variety, the organic, homemade and balanced meals" and 43% rank "good taste" among the list of things they appreciate. There are a few recommendations for improvement, though: 18 % of the

children would enjoy more diversified snacks and 16 % ask for recipes better adapted to their taste. There is no such thing as a canteen without critics !



Once everything is cooked, it's time to prepare for the service. Small, medium and large portions (a good way to limit food waste on the plate) : at the self-service counter children help themselves depending on their appetite. They can return for seconds if they wish.



Dishes are prepared and served continuously : the kitchen staff is always ready to provide more food if there is a demand.

Setting Up

Proposing

Serving

Accompanying



Center for Sustainable Food Education (or MEAD*)

A place for new ideas, training, meetings, sharing and conducting projects, the MEAD aims to support the development of tomorrow's food models



TO SUM UP - The municipal farm, Haute-Combe, enlarged by two hectares in 2016, will host MEAD activities. With its food lab, classroom, educational kitchen, it will receive students and interns, and host conferences and seminars. The MEAD is evolving as an innovative structure, at the crossroads of public projects and private initiatives, all parties working together to develop solutions for more organic and local consumption.

GILLES PÉROLE Deputy Mayor for Education

« So far, Haute-Combe, located right outside the city, has fulfilled its role as a source of food production for the school children. Since the beginning, many elected representatives and technical municipal workers from all over France and abroad, have visited the municipal farm in order to understand the project and draw inspiration from it.

Its old farm house is also the ideal place for the project headquarters. It is open to all project participants and to the public. It is a center of knowledge, experience and exchange. The goal is to create a dynamic network of project leaders working to advance food policies in their communities.. » ●

Five pillars



1) ENCOURAGING NEW AGRICULTURAL SETTLEMENTS

In 2012 the city adopted a new urban zoning plan that increased the number of hectares classified as "agricultural" from 40 to 112. A daring move for a community situated between Cannes on the French Riviera and Grasse where real estate is in high demand, but the municipality assumes this choice and has since evaluated its agricultural capacity, estimating that there are 13 zones suitable for the establishment of as many farms. A vegetable farm and an estate devoted to the cultivation of perfume plants have already been established. The mission of the MEAD is to pursue and enlarge this movement.



2) TRANSFORMATION AND CONSERVATION OF FOOD

The city will soon build a food processing laboratory which will be at the disposition of local producers allowing them to earn a higher return for their production and better secure their economic model. The lab will also be used by the municipal farm as it has a production potential superior to the needs of the school canteens. Summer vegetables (green beans, tomatoes, peppers, zucchini, etc.) will be used to compensate the more limited winter production, thus reducing the need to purchase food from the exterior. Freezing, sterilization and pasteurization units are all being considered. This laboratory will allow foodstuffs to be transformed at a reasonable cost, inferior to that which would be incurred if an external service were needed.



3) RAISING AWARENESS ABOUT SUSTAINABLE FOOD

The MEAD is working to expand its educational role in all matters concerning how and what we eat, and how they impact our health and the environment. Visitors of all ages -from the youngest school children to elected officials, territorial agents, and technicians from other collective structures- come to Haute Combe. Workshops are offered on cooking, nutrition, organic gardening and farming. Field trips, and week-long class study trips are also possible. In addition, the MEAD opens its doors to the larger public : parents, beneficiaries of food assistance, senior citizens, and economic stakeholders in the food industry (restaurants, hotels, grocery stores, caterers, etc.) In 2017, the *Families for Positive Eating Program* was launched, with the goal of engaging parents and their children in a process of evolving their dietary habits without increasing their budget.

4) SUPPORT FOR RESEARCH PROJECTS

Stepping back and looking at Mouans-Sartoux's experiences in order to document and better share what has been learned, it becomes clear that these projects may involve a number of disciplines : law and the right to eat with the **Lascaux Program**, sociology and agronomy with **INRA-Avignon**, sustainable innovation with the **Skema Business School** and entrepreneurship with **ImmaTerra**.

MEAD supports a university degree

Since the beginning of the school year 2017, Mouans-Sartoux is hosting a university degree program, **Management of Sustainable Food Projects for Territorial Collectivities**, the first of its kind. Set up by the Université Côte d'Azur, the program is open to elected representatives, civil servants and students who want to specialize and act concretely in this field.

More information on www.univ-cotedazur.fr



5) COMMUNICATION AND NETWORKING

Mouans-Sartoux puts its knowledge and expertise in the public eye and online: with a website (www.mead-mouans-sartoux.fr), social networks, a leaflet, flyers, worksheets, films, (alongside the EU program Urbact Agri-Urban and Urbact Good Practice, the OFSP, the Organic Food System Program, Un Plus Bio, etc.). On a national and international level, the MEAD is open to citizens and local communities, by means of meetings, workshops, exhibitions, official events, scientific debates, etc.



The mayor Pierre ASCHIERI was awarded the "Victory of the rebellious school canteens" by Un Plus Bio in Paris in November 2016.



To avoid waste, a kitchen staffer cuts fruit into different sized pieces, allowing the children to choose the serving size they want. At the end of the meal, leftovers are sorted out according to their food group by the children and are weighed every day.

Portioning



Sorting



Cleaning

The use of cleaning products is kept to a minimum. Here, pressurized steam cleaning. As for the children, they have already left the refectory, with an attitude that seems to say, "It was so yummy !"



Just Being Happy :)

A few thoughts about the project

Becoming self-sufficient in vegetable production

How far we've come since I began in 2012 ! We know exactly where everything we produce goes. The job is rewarding and the work environment is very pleasant. The crops are extended over a little more than three hectares so we never get bored. Spring and summer are the most intense periods and we sometimes have scarcely enough time, but we manage to produce more than 20 tons of vegetables a year. The good news is that the new food-processing plant and freezing unit will allow us to be completely self-sufficient in vegetables. The kitchens will be able to offer more variety, especially in winter, in addition to the standard leeks and cabbage !

Sébastien Jourde, farmer at Haute-Combe.



An exemplary approach for the good of the community

I'm a person with a relatively small appetite and am not that much of a cook – I blame my Italian, and especially my Armenian origins that gave food, even tasty food, an excessive and omnipresent place in my upbringing. But I must say that I'm pleasantly surprised with the changes that have occurred in the canteen, where I eat 3 times a week. The other day, we had tofu raviolis for lunch, a real discovery! More generally speaking, I find it a pleasure to see the enthusiasm of elected representatives or speak to Sébastien who tells me what kinds of vegetables were harvested for lunch. I think it's an exemplary pro-active approach for the good of the community.

Philippe Gamba, Assistant Director of the Media Library.

Eat slowly and chew well, otherwise you'll get the hiccups!

Children's words heard here and there, and a few of their thoughts collected during surveys in 2013 and 2016 : "At least, we can see what we eat in our plate ! [...] Why don't they eat organic in every school in France ? [...] Everything we eat, we know where it comes from ! [...] Eat slowly and chew well, otherwise you have hiccups, you get sick and you put on weight [...] It's annoying when my parents ask me in the evening : Did you have a good day ? What did you have for lunch ? [...] If you tell your parents what to do, they say it's not true, because they know better [...] We hardly ever have ice-cream, they could do popsicles [...] What's nice is that we can play in the playground after the meal or go to the toy library [...] What I like is a yogurt with a choice of jam, honey or sugar [...] There aren't enough radishes or sausages !"

Children live along with the seasons, smell and touch them

I've been working with the children in the canteen since 1995, and I've seen changes, I can tell you. We've always encouraged children to open to new things, to try new flavors. We work closely with the kitchen staff, and exchange frequently with the parents. We get the children accustomed to things they're not used to, prompting them to taste everything, in a healthy way, without generating useless waste. In the end, they enjoy it ! Thanks to Haute-Combe, they live along with the seasons, smell them, and touch them. Also the gardens developed here at the schools give them a real "earth experience". I wasn't born an ecologist ; I became one, nourished by this rich collective experience. Even the parents get into it, encouraged by their children.

Coralie Soalhat, staff member at the school canteen Aimé-Legall.



We should do the same everywhere in France

I've been the assistant chef at Aimé Legall, for three and a half years. Before that, I worked for a long time at a restaurant in Grasse... Honestly, when you're a cook, working with fresh vegetables, finding flavors in tune with the seasons is fantastic ! Tomatoes, from beginning of June to almost the beginning of November, have an incomparable taste. The more we progress, the more we have local products like honey from Nice, and jams from Provence. Otherwise we get fair trade products. Frankly, given the amount of non-cultivated land in France, every municipality could try to make an effort, even if it requires of lot of logistics. Because, in the end, you have children happy to eat what they have and who know what is good for them.

Vincent Inesta, Cook at school canteen Aimé-Legall.

"It's better than at home" says my son !

My son, who has attended the school Orée du Bois for three years, happily eats at the canteen and even thinks that "it's better than at home"! The municipal food policy is really close to my heart. It promotes good food practices, respect for the seasons, and empowers the children concerning food waste. It allows them to discover new vegetables, sometimes rarely cooked at home. It inspires us as parents; I attended a conference about legumes given by the chef, Gilles Daveau. For my part, I try to use more organic and whole foods, local seasonal fruits, and to reduce the quantity of meat in our diet.

Delphine Boissin, Mother of a pre-school child.



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